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Mac Publishing, LLC releases *Playlist*

SAN FRANCISCO, CA – August 16, 2004 – IDG’s Mac Publishing, LLC is debuting *Playlist*, a digital music magazine for Windows and Mac users, on August 24, 2004.

Created by the editors of *Macworld* magazine, the newsstand-only issue will spotlight digital music technology, the digital lifestyle, and music artists. *Playlist* is designed for everyone from the novice music consumer and fan to the digital-entertainment professional.

“We think the intersection of music and technology is the most exciting place in the world right now,” said Jason Snell, editor in chief of Mac Publishing, LLC. “And with our remarkable expertise with the world’s leading digital music player and legal music store, Mac Publishing is uniquely qualified to create a new magazine covering this exciting territory.”

Inside the first issue of *Playlist*, editors provide a complete look at the world surrounding Apple’s market-leading iPod and iTunes products, including a look at the latest iPod models; a buyer’s guide of the best iPod accessories, including headphones, speakers, and cases; and tips and tricks about how to use the iPod and iTunes to their fullest. Completing the issue is groundbreaking coverage of the digital music scene, including an exclusive interview in which members of the popular band Wilco tells *Playlist* why they are willing to give its music away for free online. Other music coverage in the issue includes interviews with a broad range of musicians and DJs, reviews of new music downloads, and a large collection of playlists from artists, music critics, and the *Playlist* staff.

Playlist will meet the diverse needs of music enthusiasts. The in-depth editorial coverage will include tech-oriented articles, interviews with cutting-edge music artists, and of course, plenty of playlists from musicians and music fans alike.

A second *Playlist* issue, featuring coverage of the iPod and iTunes as well as the broader world of digital music, is in development and planned for a newsstand-only distribution in November 2004.

Also in development is PlaylistMag.com, a community Web site dedicated to the digital music phenomenon. With new content posted daily, PlaylistMag.com's special features will include news, product and music reviews, how-to's, and opinion articles with regular free music downloads. PlaylistMag.com's editor-in-chief is Christopher Breen, a *Macworld* columnist, TechTV regular and author of the popular book *Secrets of the iPod*.

About Mac Publishing LLC

Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month the award-winning Macworld magazine reaches over a million Macintosh professionals and enthusiasts while the Mac Publishing Web presence garners an average of 2 million unique visitors. The Mac Publishing sites include: Macworld.com, MacCentral.com, and PlaylistMag.com. Headquartered in San Francisco, Mac Publishing LLC is a subsidiary of International Data Group (IDG), the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including *Macworld*, *CIO*, *CSO*, *Computerworld*, *GamePro*, *InfoWorld*, *Network World*, and *PC World*. The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo[®], MacworldConference & Expo[®], DEMO[®], and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at <http://www.idg.com>.

Request a review issue of *Playlist*:

Kasey Galang
Marketing Manager
Mac Publishing, LLC
(415) 243-3642
kgalang@macworld.com